

VZCZCXRO6859
OO RUEHBZ RUEH DU RUEHJO RUEHMR RUEHRN
DE RUEHMB #0033 0251247
ZNR UUUUU ZZH
O 251247Z JAN 10
FM AMEMBASSY MBABANE
TO RUEHC/SECSTATE WASHDC IMMEDIATE 3876
INFO RUCNSAD/SOUTHERN AF DEVELOPMENT COMMUNITY COLLECTIVE

UNCLAS MBABANE 000033

SIPDIS

DEPT FOR AF/FO, AF/S (MHARRIS), AF/PD (DBWHARTON), IO/UNP
(BNARANJO)

E.O. 12958: N/A

TAGS: [PREL](#) [KPAO](#) [KDEM](#) [OIIP](#) [HAWZ](#)

SUBJECT: TFHA01: LITTLE FOCUS ON HAITI IN SWAZI MEDIA

REF: STATE 6941

¶1. Media coverage of the earthquake and subsequent relief efforts in Haiti has been very limited. Both local and international coverage has generated little interest among the Swazi public. Articles have been confined to the World News section of the newspapers, which have run short pieces verbatim from the wire services. Television and radio coverage has been brief, replaying information from international broadcasters such as CNN. Coverage in both the print and broadcast media has been factual and unbiased.

¶2. Post has distributed IIP products and made sure the media is aware we are available to make official statements and answer questions. None of the media has expressed interest in generating local content.

¶3. (COMMENT) Several Swazi citizens have indicated in private conversations that they have no interest in Haiti. Most have said that there is no need to focus on the humanitarian crisis halfway around the world when there is an ongoing humanitarian crisis here in the Kingdom. U.S. efforts to assist Haitians are not misunderstood in the Kingdom of Swaziland. (END COMMENT)

IRVING